

WHAT IS CLAIMED IS:

- 1 1. A method for implementing a reward program in which customers
2 are selectively awarded generic miles, the method comprising:
3 establishing an account associated with a customer; and
4 crediting the account with one or more generic miles in exchange for an
5 activity performed by the customer, the generic miles being redeemable for credit
6 to the customer towards services from one or more of a plurality of airlines.

- 1 2. The method of Claim 1, further comprising establishing an account
2 associated with a partner.

- 1 3. The method of Claim 2, further comprising crediting the account
2 associated with a partner with a block of generic miles.

- 1 4. The method of Claim 3, further comprising deducting at least a
2 portion of the generic miles credited to the account associated with the customer
3 from the account associated with the partner.

- 1 5. The method of Claim 4, wherein the deducting is performed in
2 response to a visit by the customer to the website of the partner.

- 1 6. The method of Claim 4, wherein the deducting is performed in
2 response to a purchase by the customer of a product or service from the partner.

1 7. The method of Claim 4, wherein at least one of the crediting an
2 account associated with the partner; crediting an account associated with the
3 customer, and deducting at least a portion of the generic miles credited involves
4 the Internet.

1 8. The method of Claim 4, further comprising notifying a partner from
2 whose account generic miles have been deducted of when the balance of generic
3 miles in that account has reached a predetermined threshold.

1 9. The method of Claim 1, further comprising notifying a customer
2 whose account has been credited that the number of generic miles in the credited
3 account has reached a redeemable level.

1 10. The method of Claim 1, further comprising detecting fraud by
2 verifying that the correct account associated with a partner is deducted.

1 11. The method of Claim 1, further comprising detecting fraud by
2 verifying that the correct account associated with a customer is credited.

1 12. The method of Claim 1, wherein establishing an account associated
2 with a customer comprises actively registering the customer in the reward program
3 in response to a visit by the customer to a website associated with the reward

4 program.

1 13. The method of Claim 12, wherein actively registering the customer
2 in the reward program comprises acquiring personal information about the
3 customer.

1 14. The method of Claim 13, further comprising crediting the account
2 associated with the customer with generic miles commensurately with the quality
3 and/or quantity of the personal information.

1 15. The method of Claim 14, further comprising establishing an account
2 associated with a partner, crediting the account associated with a partner with a
3 block of generic miles, and deducting at least a portion of the generic miles
4 credited to the account associated with the customer from the account associated
5 with the partner.

1 16. The method of Claim 14, wherein the personal information is
2 acquired through completion of an on-line short form.

1 17. The method of Claim 14, wherein the personal information is
2 acquired through completion of an on-line extended form.

2 18. The method of Claim 2, wherein establishing an account associated
3 with a customer comprises actively registering the customer in the reward program
4 in response to a visit by the customer to a website associated with the partner.

1 19. The method of Claim 18, further comprising acquiring personal
2 information about the customer.

1 20. The method of Claim 19, further comprising crediting the account
2 of the customer with generic miles commensurately with the quality and/or
3 quantity of the personal information.

1 21. The method of Claim 20, further comprising crediting the account
2 associated with a partner with a block of generic miles, and deducting at least a
3 portion of the generic miles credited to the account associated with the customer
4 from the account associated with the partner.

1 22. The method of Claim 20, wherein the personal information is
2 acquired through completion of an on-line short form.

1 23. The method of Claim 20, wherein the personal information is
2 acquired through completion of an on-line extended form.

1 24. The method of Claim 2, wherein establishing an account associated

2 with a customer comprises passively registering the customer in the reward
3 program in response to a purchase by the customer of a product or service
4 provided by the partner.

1 25. The method of Claim 24, wherein the product or service are
2 purchased on-line.

1 26. The method of Claim 25, further comprising capturing an e-mail
2 address of the customer in response to the on-line purchase.

1 27. The method of Claim 26, further comprising determining from the
2 captured e-mail address if an account associated with the customer has already
3 been established, and establishing an account associated with the customer only if
4 an account associated with the customer has not already been established.

1 28. The method of Claim 24, further comprising acquiring personal
2 information about the customer.

1 29. The method of Claim 28, further comprising crediting the account
2 of the customer with generic miles commensurately with the quality and/or
3 quantity of the personal information.

1 30. The method of Claim 29, further comprising crediting the account

2 associated with a partner with a block of generic miles, and deducting at least a
3 portion of the generic miles credited to the account associated with the customer
4 from the account associated with the partner.

1 36. A system for rewarding customer behavior comprising:
2 a generic miles system including a computer configured to establish an
3 account associated with the customer, to credit the account with generic miles in

4 response to particular behavior by the customer, and to track credited generic
5 miles; and

6 a redemption system configured to redeem the generic miles credited to the
7 customer for credit towards services from one or more of a plurality of airlines.

1 37. The system of Claim 36, wherein the particular behavior comprises
2 providing personal information.

1 38. The system of Claim 36, wherein the computer credits the account
2 commensurately with the quality and/or quantity of personal information.

1 39. The system of Claim 36, wherein the redemption system comprises
2 a computer adapted to automatically redeem the generic miles from the one or
3 more airlines.

1 40. The system of Claim 36, wherein the computer is adapted to
2 establish an account associated with a partner and to credit the account with a
3 block of generic miles.

1 41. The system of Claim 40, wherein the computer deducts at least a
2 portion of the generic miles credited to the account associated with the customer
3 from the account associated with the partner.

1 42. A system for rewarding the behavior of one or more customers in
2 relation to one or more partners comprising:

3 a generic miles system including a computer configured to establish an
4 account associated with a customer and an account associated with a partner, to
5 credit the accounts with generic miles, to track the credited generic miles, and to
6 deduct generic miles credited to an account associated with a partner; and

7 a redemption system configured to redeem the generic miles credited to the
8 customer for credit towards services from one or more of a plurality of airlines.

1 43. The system for rewarding of Claim 42, wherein the computer
2 comprises an application server having a memory for storing computer instructions
3 and a processor for implementing the instructions.

1 44. The system for rewarding of Claim 43, wherein the memory
2 comprises a mileage transfer unit implementing the crediting of the accounts
3 associated with the customer and partner.

1 45. The system for rewarding of Claim 43, wherein the memory
2 comprises an account balance detection unit implementing the tracking of the
3 accounts associated with the customer and partner.

1 46. The system for rewarding of Claim 45, wherein the account balance
2 detection unit notifies the partner when the balance of generic miles in the account
3 associated with the partner has reached a predetermined threshold.

1 47. The system for rewarding of Claim 43, wherein the memory
2 comprises an earning notification unit adapted to notify the customer when the
3 balance of generic miles in the account associated with the customer has reached a
4 redeemable level.

1 48. The system for rewarding of Claim 43, wherein the memory
2 comprises a fraud detection unit adapted to verify that a customer account has been
3 correctly credited.

1 49. The system for rewarding of Claim 43, wherein the memory
2 comprises an account status unit, a transaction history unit, an advertising unit, a
3 registration unit, and a system administration and security unit.

1 50. The system for rewarding of Claim 43, wherein the memory
2 comprises a redemption unit defining the redemption system, the redemption unit
3 automatically redeeming the generic miles from the one or more airlines.

1 51. The system for rewarding of Claim 43, wherein the computer
2 comprises a web server providing access to the Internet.

1 52. The system for rewarding of Claim 51, wherein the web server
2 hosts a webpage.

1 53. The system for rewarding of Claim 52, wherein the customer
2 interacts with the system for rewarding through the webpage.

1 54. The system for rewarding of Claim 51, wherein the account
2 associated with the customer is established on-line.

1 55. The system for rewarding of Claim 51, wherein the web server
2 acquires personal information from the customer through the Internet.

1 56. The system for rewarding of Claim 55, wherein the computer
2 credits the account associated with the customer with generic miles
3 commensurately with the quality and/or quantity of personal information.

1 57. The system for rewarding of Claim 56, wherein the computer
2 deducts at least a portion of the generic miles credited to the account associated
3 with the customer from the account associated with the partner.

1 58. The system for rewarding of Claim 57, wherein the memory
2 comprises a redemption unit defining the redemption system, the redemption unit
3 automatically redeeming the generic miles from the one or more airlines.

1 59. The system for rewarding of Claim 58, wherein the web server

2 receives redemption instructions from the customer on-line, said instructions
3 prompting the redemption unit to automatically redeem the generic miles by the
4 customer.

1 60. The system for rewarding of Claim 43, wherein the application
2 server credits the accounts associated with the customer and partner.

1 61. The system for rewarding of Claim 43, wherein the application
2 server tracks the accounts associated with the customer and partner.

1 62. The system for rewarding of Claim 45, wherein the application
2 server notifies the partner when the balance of generic miles in the account
3 associated with the partner has reached a predetermined threshold.

1 63. The system for rewarding of Claim 43, wherein the application
2 server notifies the customer when the balance of generic miles in the account
3 associated with the customer has reached a redeemable level.

1 64. The system for rewarding of Claim 43, wherein the application
2 server verifies that a customer account has been correctly credited.

1 65. The system for rewarding of Claim 43, wherein the application
2 server defines the redemption system, the application server automatically

3 redeeming the generic miles from the one or more airlines.

1 66. The system for rewarding of Claim 51, wherein the computer
2 establishes the account associated with a customer in response to a visit by the
3 customer to a web page hosted by the web server.

1 67. The system for rewarding of Claim 66, wherein the computer
2 credits the account associated with the customer based on personal information
3 acquired by the web server.

1 68. The system for rewarding of Claim 67, wherein the computer
2 credits the account commensurately with the quality and/or quality of the personal
3 information.

1 69. The system for rewarding of Claim 68, wherein the personal
2 information is acquired through information from a short form generated by the
3 web server.

1 70. The system for rewarding of Claim 68, wherein the personal
2 information is acquired through information from an extended form generated by
3 the web server.

1 71. The system for rewarding of Claim 42, wherein the computer

2 establishes the account associated with a customer in response to a visit by the
3 customer to a web page associated with the partner.

1 72. The system for rewarding of Claim 42, wherein the computer
2 credits the account associated with a customer with generic miles in response to a
3 visit by the customer to a web page associated with the partner.

1 73. The system for rewarding of Claim 72, wherein the computer
2 deducts at least a portion of the generic miles credited to the account associated
3 with the customer from the account associated with the partner.

1 74. The system for rewarding of Claim 42, wherein the computer
2 credits the account associated with a customer with generic miles in response to a
3 purchase by the customer of a product or service provided by the partner.

1 75. The system for rewarding of Claim 74; wherein the computer
2 deducts at least a portion of the generic miles credited to the account associated
3 with the customer from the account associated with the partner.

1 76. The system for rewarding of Claim 74, wherein the product or
2 service are purchased on-line.

1 77. The system for rewarding of Claim 76, wherein the web server
2 captures an e-mail address of the customer in response to the on-line purchase.

1 78. The system for rewarding of Claim 77, wherein the computer
2 determines from the captured e-mail address if an account associated with the
3 customer has already been established, and establishes an account associated with
4 the customer only if an account associated with the customer has not already been
5 established.

1 79. The system for rewarding of Claim 74, wherein the web server
2 acquires personal information about the customer.

1 80. The system for rewarding of Claim 79, wherein the computer
2 credits the account of the customer with generic miles commensurately with the
3 quality and/or quantity of the personal information.

1 81. The system for rewarding of Claim 80, wherein the personal
2 information is acquired through completion of an on-line short form.

1 82. The system for rewarding of Claim 80, wherein the personal
2 information is acquired through completion of an on-line extended form.

1 83. The system for rewarding of Claim 77, wherein the computer

2 generates and sends an e-mail to the captured e-mail address informing the
3 customer that an account associated with the customer has been established and
4 needs to be activated.

1 84. The system for rewarding of Claim 83, wherein the computer
2 deletes the account associated with the customer if said account is not activated.